



**Managing event places and viewer spaces:
Security, surveillance and stakeholder interests
at the 2010 FIFA World Cup in South Africa**

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Doctor of Philosophy

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AUTHOR'S DECLARATION

I, Simone Eisenhower, certify that the work in this thesis has not previously been submitted for a degree nor has it been submitted as part of requirements for a degree except as fully acknowledged within the text. I also certify that the thesis has been written by me. Any help that I have received in my research work and the preparation of the thesis itself has been acknowledged. In addition, I certify that all information sources and literature used are indicated in the thesis.

Signature of Author

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ABSTRACT

This thesis explores the security risk management and commercial organisation of public urban spaces at the 2010 FIFA World Cup (FWC) in South Africa. Extending knowledge of how commercial interests intersect with security risk management of public urban spaces at sport mega-events, this study examines these concepts in a developing world context. Using a neoliberal theoretical lens and drawing on the concepts of Festivalisation and Disneyisation, the research contributes to academic scholarship in the areas of both sport and event management. This is achieved through a critical examination of security and commercialisation strategies in ‘public spaces’ at a sport mega-event, namely, public viewing areas (PVAs) and commercial restricted zones (CRZs).

The research problem was investigated by means of an inductive interpretive qualitative case study approach. The selected event was the 2010 FWC, and within this event an in-depth case study of Cape Town was selected for examination. Multiple sources of evidence included government, management, and media documentation. In addition, semi-structured interviews were drawn upon to generate a narrative of the roles and interests of three key stakeholders (the event owner, event sponsor and event host) in the process of strategically managing PVAs and CRZs.

The government’s policies, decisions, and actions associated with staging of the 2010 FWC reflected new and exemplary forms of neoliberal urban governance in concert with intensified levels of policing and securitisation. The measures taken to combat ambush marketing were of particular note. FIFA’s requirements on the host city facilitated decisions about public and private spaces that redefined public policies and rules. Intensification of spatial and social fragmentation and greater exclusion resulted; in other words, the evidence demonstrates the phenomenon of the ‘FIFA-isation’ of public space. Rhetoric from event owners and city authorities on the benefits of hosting the FWC claimed intended outcomes, which were the exact opposite of what eventuated.

As demonstrated by the example of South Africa and Cape Town in particular, inexperienced mega-event hosting developing nations and BRIICS (Brazil, Russia, India, Indonesia, China and South Korea) have not yet developed strong sensibilities of how to cope with the demands of trans-national organisations and multi-national corporations. This may be one reason why FIFA now invites developing countries and BRIICS to stage the FWC, as they tend to be more willing to accede to the organisation's demands, owing to their desire to host the FWC in order to raise their global profile.

The conceptual outcomes of this thesis provide a significant contribution to the literature exploring security risk management and commercialisation at sport mega-events. While this exploratory study has produced sufficient evidence to justify the need for further research in this area of sport mega-events, it also highlights that the interface between security and commercialisation is complex and defies easy generalisation.

CONTENTS

AUTHOR'S DECLARATION	ii
ACKNOWLEDGEMENTS	iii
ABSTRACT.....	iv
CONTENTS.....	vi
LIST OF FIGURES	ix
LIST OF TABLES	x
LIST OF APPENDICES.....	xi
GLOSSARY OF ABBREVIATIONS	xii
LIST OF MAIN SECURITY STAKEHOLDERS.....	xv
 Chapter 1: Introduction	1
1.1 Introduction	1
1.2 Background	1
1.3 Statement of the problem	7
1.4 Research aim and objectives	11
1.5 Definitions.....	12
1.6 Delimitations of scope and scale	15
1.7 Thesis structure	16
1.8 Summary	18
 Chapter 2: Literature review	19
2.1 Hosting sport mega-events.....	19
2.2 Event stakeholders: Owners, sponsors, organisers	21
2.3 Event security and surveillance.....	29
2.4 'World-cities', media and global image.....	36
2.5 Securing commercial space: Ambush marketing.....	42
2.6 Proactive strategies	46
2.6.1 Contractual agreements.....	46
2.6.2 Pre-event education and public relations	47
2.6.3 On-site policing.....	48
2.6.4 National anti-ambushing laws.....	51
2.7 Research gaps and theoretical framework.....	55
2.7.1 Neoliberalism: A critical approach	56
2.7.2 Neoliberalism in developing nations	59
2.7.3 Neoliberalism and global sport organisations	60
2.7.4 Neoliberalism and sport mega-events	61
2.7.5 Neoliberal spaces: Festivalisation.....	64
2.7.6 Neoliberal spaces: Disneyisation	66
2.8 Summary	68
 Chapter 3: Research context.....	70
3.1 Introduction.....	70
3.2 FIFA's neoliberal agenda.....	72
3.2.1 The world media event: The FIFA World Cup (FWC)	83

3.3 Spaces under investigation: Public viewing areas (PVAs) and Commercial Restricted Zones (CRZs)	91
3.3.1 PVAs	92
3.3.2 CRZs	101
3.4 Summary	104
Chapter 4: Methodology.....	106
4.1 Introduction.....	106
4.2 Research paradigm.....	106
4.3 Research design	109
4.4 Case study	111
4.4.1 Case selection	112
4.5 Case study research methods	114
4.5.1 Data collection I: Documents.....	115
4.5.2 Data collection II: Interviews.....	119
4.6 Analysing the data.....	126
4.6.1 Challenges.....	128
4.7 Potential bias	129
4.8 Ethical issues.....	131
4.9 Summary	132
Chapter 5: Findings	134
5.1 Introduction.....	134
5.2 FWC governance structures.....	135
5.3 Permanent content-based legislation.....	144
5.3.1 <i>Merchandise Marks Act (MMA) 17 of 1941</i>	145
5.3.2 <i>Outdoor Advertising & Signage By-law (OA & SB) of 2009</i>	147
5.4 FIFA-ised spaces – Cape Town	149
5.4.1 Security, surveillance, ‘hotspots’ and target groups	150
5.4.2 FIFA Fan Fest (FFF).....	164
5.4.3 Host City Cape Town Fan Walk.....	178
5.4.4 Municipal PVAs	187
5.4.5 Timeline of the security planning process of PVAs	191
5.4.6 CRZs	193
5.5 Media	207
5.6 RPP compliance and resistance.....	216
5.7 Summary	221
Chapter 6: Discussion.....	224
6.1. Introduction.....	224
6.2 FIFA-isation of public spaces	226
6.2.1 Privatisation	226
6.2.2 Public/private partnerships.....	229
6.2.3 Outsourcing.....	230
6.2.4 Creation of new markets and internal markets.....	231
6.3 Host city’s neoliberal role and interests.....	233
6.3.1 Festivalisation	234

6.4 Strategising public space.....	241
6.4.1 Structure and policies.....	242
6.4.2 Commercial strategies.....	243
6.4.3 Zero-tolerance and ‘soft’-approach.....	246
6.4.4 Media	248
6.5 Public viewing areas	249
6.5.1 FFF.....	249
6.5.2 Fan Walk and CRZs.....	253
6.5.3 Municipal PVAs	256
Chapter 7: Conclusion.....	259
7.1 Contributions of this study.....	259
7.2 Limitations	262
7.3 Future research.....	263
7.4 Conclusion	266
REFERENCES	270
APPENDICES	337

LIST OF FIGURES

Figure 2.1: Conceptualising security risk management in event spaces.....	54
Figure 4.1: Research design.....	109
Figure 5.1: 2010 national linkages: Cape Town.....	141
Figure 5.2: Police officer.....	158
Figure 5.3: Design of FFF.....	167
Figure 5.4: FFF Cape Town point of entry.....	174
Figure 5.5: Tagging children.....	175
Figure 5.6: Event spaces in Cape Town.....	195
Figure 5.7: Sun, surf and safety.....	208
Figure 5.8: FIFA press freedom cartoon.....	211
Figure 5.9: ‘Fick FUFA’.....	217
Figure 5.10: FIFA’s empire.....	217
Figure 6.1: Security risk management and commercial organisation of PVAs and CRZs.....	224
Figure 6.2 Target audiences.....	250

LIST OF TABLES

Table 1.1: Definitions of key terms.....	13
Table 3.1: Summary of key research critiquing FIFA's profit-driven governance.....	70
Table 3.2: FIFA's sponsorship scheme.....	77
Table 3.3: Global football confederations.....	79
Table 3.4: Research on PVAs in the international football context.....	99
Table 4.1: Outline and purposes of key case study methods.....	113
Table 4.2: Participant views of taking part in email-based research.....	121
Table 4.3: Advantages and challenges of Skype as research tool.....	122
Table 5.1: 2010 FWC South African governance structure.....	135
Table 5.2: Protection of commercial interests.....	143
Table 5.3: CoCT's summary of costs.....	166
Table 5.4: 2010 PVAs' terms of cooperation.....	171
Table 5.5: Timeline of the planning process of PVAs in relation to security issues.....	190
Table 6.1: Public/private dimensions.....	226

LIST OF APPENDICES

Appendix A: FIFA’s marketing targets.....	336
Appendix B: Global anti-ambushing legislation.....	337
Appendix C: Formal letter to interview participants.....	338
Appendix D: Consent form.....	339
Appendix E: Interview questions.....	341
Appendix F: Guarantees by government department.....	343
Appendix G: FIFA’s legal RPP strategies in the 2010 FWC context.....	344
Appendix H: 2010 <i>FWC CoCT By-law</i> : Chapter 3 – provincial provisions: Controlled access sites.....	347

GLOSSARY OF ABBREVIATIONS

Advance Passenger Processing (APP)
African National Congress (ANC)
Airborne Warning and Control System (AWACS)
Airline Liaison Officer (ALO)
Black Economic Empowerment (BEE)
Breaking New Ground (BNG)
Brazil, Russia, India, Indonesia, China and South Korea (BRIICS)
British Broadcasting Corporation (BBC)
Cape Town Partnership (CTP)
Cape Town Tourism (CTT)
Celebrity Services Africa Events (CSAE)
Central Business District (CBD)
Central City Improvement District (CCID)
Central Intelligence Agency (CIA)
Centre on Housing Rights and Evictions (COHRE)
City Improvement District (CID)
City of Cape Town (CoCT)
City of Cape Town Outdoor Advertisement and Signage By-law 10518 (OA & SB)
Closed Circuit Television (CCTV)
Commercial Access Zone (CAS)
Commercial Restricted Zone (CRZ)
Community Policing Forum (CPF)
Consumer and Corporate Regulation Division (CCRD)
Dangerous and Disruptive Persons (DDP)
Decoration and Signage Master Plan (DSMP)
Department of Community Safety (DCS)
Department of Foreign Affairs (DFA)
Department of Justice and Constitutional Development (DOJ & CD)
Department of Sport and Recreation South Africa (SRSA)
Department of Trade and Industry (DTI)

Emergency Management Services (EMS)
European Union (EU)
Exclusion Zone (EZ)
Federated Hospitality Association of Southern Africa (FEDHASA)
Fédération Internationale de Football Association (FIFA)
FIFA Fan Fest (FFF)
Football World Cup (FWC)
Global Information Systems (GIS)
Government Information and Communication Service (GCIS)
Growth Domestic Product (GDP)
Information and Communication Technology (ICT)
Institute for Security Studies (ISS)
Intellectual Property (IP)
Inter-Ministerial Committee (IMC)
International Monetary Fund (IMF)
International Non-Government Organisation (INGO)
International Olympic Committee (IOC)
International Sport and Leisure (ISL)
Joint Operation Centre (JOC)
Justice Crime Prevention and Security (JCPS)
Local Organising Committee (LOC)
Merchandise Marks Act 17 of 1941 (MMA)
National Disaster Management Centre (NDMC)
National Intelligence Agency (NIA)
National Joint Operational and Intelligence Structure (NATJOINTS)
National Joint Operational Centre (NATJOC)
National Youth Development Agency (NYDA)
Non-Profit Organisation (NPO)
North Atlantic Treaty Organisation (NATO)
Offshore Financial Centre (OFC)
Organising Association Agreement (OAA)
Organisation of Economic Cooperation and Development (OECD)
Organising Committee for the Olympic Games (OCOG)

Outdoor Advertising and Signage By-law of 2009 (OA & SB)
 Premier Soccer League (PSL)
 Project Management Unit (PMU)
Promotion of Access to Information Act No 2 of 2000 (PAIA)
 Provincial Government Western Cape (PGWC)
 Provincial Joint Operation Centres (PROVJOC)
 Public Safety Officers (PSOs)
 Public Viewing Areas (PVAs)
 Radio Frequency Identification (RFID)
 Republic of South Africa (RSA)
 Rights Protection Program (RPP)
 Security Industry Alliance (SIA)
 Small and Medium Enterprises (SMEs)
 South African Brewery (SAB)
 South African Broadcasting Corporation (SABC)
 South African Football Association (SAFA)
 South African Local Government Association (SALGA)
 South African National Defence Force (SANDF)
 South African National Editors' Forum (SANEF)
 South African Police Service (SAPS)
 South African Revenue Services (SARS)
 Sport and Recreation South Africa (SRSA)
 Sport and Recreational and Provincial and Local Government
 Portfolio Committees (SRPLGPCs)
 Sports and Recreation Portfolio Committee and Education and Recreation
 Select Committee (SRPCERSC)
 Technical Coordinating Committee (TCC)
Trade Marks Act 194 of 1993 (TMA)
Trade Practices Act 76 of 1976 (TPA)
 United Nations (UN)
 Unmanned Aerial System (UAS)
 Venue Operation Centres (VOCs)
 World Trade Organisation (WTO)

LIST OF MAIN SECURITY STAKEHOLDERS

Blatter, Joseph (Sepp) - President of FIFA
Boraine, Andrew - Chief Executive of the Cape Town Partnership
Cele, Bheki - SAPS National Commissioner
Cullen, Teral - CoCT's 2010 World Cup Venue Manager
De Reuck, Lesley - 2010 Director of Operations, City of Cape Town
Green, David - CEO of the V&A Waterfront
Groenewald, Ben - Chairperson of the Inter-Departmental Planning Committee
Ho-Kim, Shameel - 2010 Project Co-ordinator: Operations, City of Cape Town
Jordaan, Danny - CEO of the Local Organising Committee
Khoza, Irvin - Chair of the Local Organising Committee
Mkhondo, Rich, Chief Spokesperson for the Local Organising Committee
Mthethwa, Nathi - South African Police Minister
Pruis, Andre - Deputy National Police Commissioner
Valcke, Jérôme - General Secretary of FIFA
Zille, Helen - Western Cape Premier